SIMPLIFYRE™
electric fireplaces

The electric

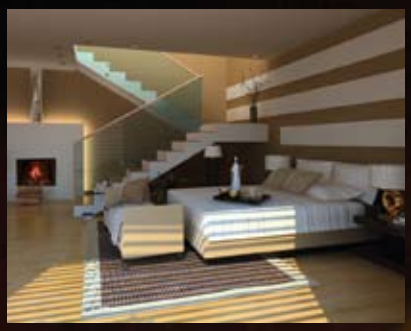
fireplace that

adds warmth

to any room.

HEARTH&HOME technologies

Simplifyre electric fireplaces emit no combustion by-products, allergens, or aromas, making them ideal solutions for multi-family dwellings, condos and apartments.



Simplifyre™. The fireplace that

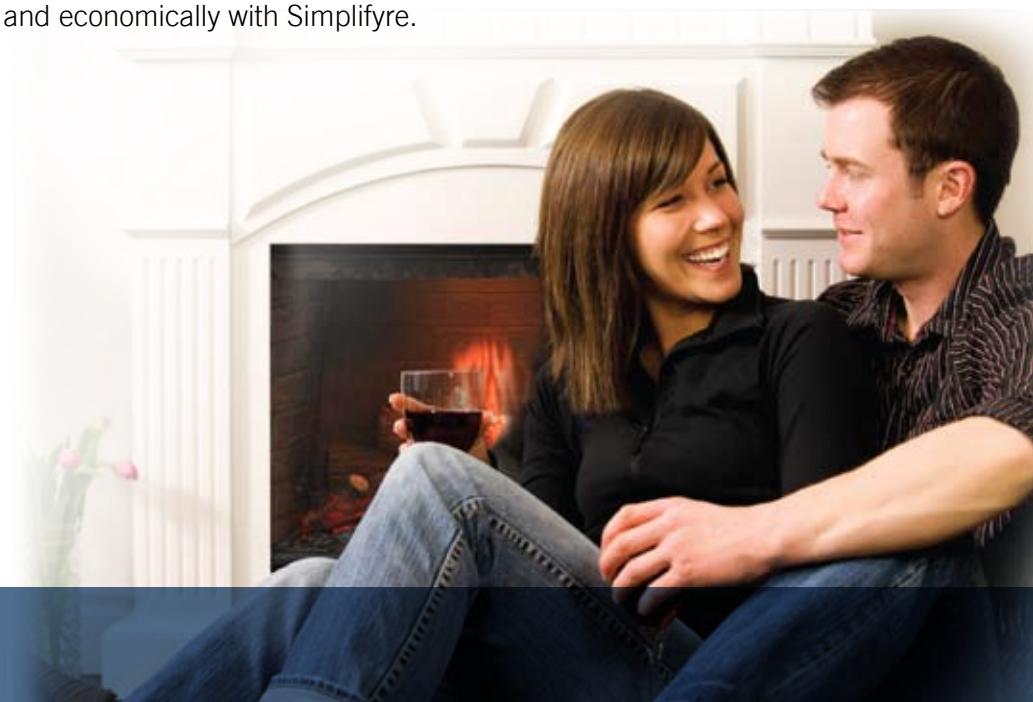
There's a special warmth you feel in a home that includes a fireplace. It's a more inviting place, even when it's not in use. With a Simplifyre electric fireplace, bring that feeling to any room in the home—no matter where your home is located.

goes anywhere, and everywhere.

Since no venting or gas fuel lines need be installed, adding a beautiful, natural-looking fireplace with glowing logs and embers in any room is now possible. It also means a Simplifyre electric fireplace can be placed on any wall, no matter the construction type. What's more, standard 120v electric service ensures that moving some Simplifyre designs—just like furniture—can be done with ease.

Simplifyre has more than thirty preengineered solutions to provide the fireplace you want in the style you prefer. Finish it with a range of door styles and fronts in traditional, transitional and contemporary appearances. Or, select the base fireplace unit alone and encase it in a natural stone, tile, or wood surround to suit your décor.

You've built a special place to call home. Now you can finish it beautifully and economically with Simplifyre.



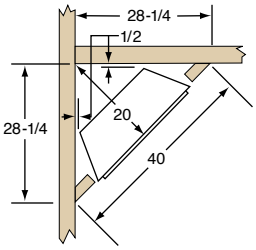
26" Simplifyre Electric Fireplace

Whether you select the sleek Media Cabinet or the more traditional Mackintosh or Cortland Wall Cabinets, the furniture-grade 26" Simplifyre is an ideal solution for smaller rooms or walls that need a focal point. All models feature a standard mesh screen and can be finished with decorative front options. Or, select the Simplifyre base unit alone and build a custom surround. For the ultra-contemporary look, finish it with the optional Modern Front for a wide-screen appearance. Versatile and affordable, there's a Simplifyre fireplace for every need and budget.

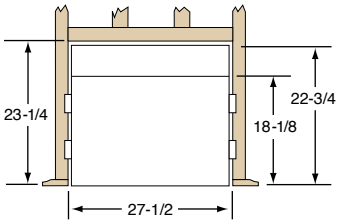
- Select the 26" unit alone for custom, built-in applications
- Three decorative fronts, one optional insert front
- Standard wireless On/Off control
- 4,500 Btu/Hour heater output
- Patent pending

Simplifyre 26 Base Unit

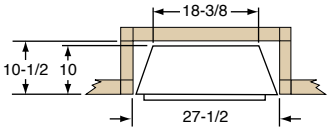
Simplifyre SFE-26 Base Unit
Install the base unit permanently, just as you would any other fireplace.
- 26-3/4"W x 18-1/8"H x 10"D



Corner Installation



Rough Opening Height



Rough Opening Depth and Width

Simplifyre 26 Cabinet Styles

The **Media Cabinet** is a classic furniture piece, transitionally styled for any décor.
- Rich, painted black enamel finish
- May be placed on any wall space
- Portable cabinets—move from room to room
- Fully assembled out of the box
- 66"W x 32"W x 12-3/16"D

SFE-MEDIA26-BK

The **Mackintosh Cabinet** brings simple lines in natural wood tones.
- Light brown, oak-grain finish
- May be placed on any wall space
- Portable cabinets—move from room to room
- Fully assembled out of the box
- 46-1/2"W x 37-1/8"H x 14-3/8"D

SFE-MKLB26W

The **Cortland Cabinet** brings traditional elegance to the classic styled home.
- Deep, cherry finish
- May be placed on any wall space
- Portable cabinets—move from room to room
- Fully assembled out of the box
- 47"W x 37"H x 16"D

SFE-CDLB26W

Front Options

Mission 1 Front
- Matte black enamel finish
- 28-3/4"W x 23-7/8"H

DF-26EM1-BK

Mission 2 Front*
- Matte black enamel finish
- 30-3/4"W x 19-1/4"H

DF-26EM2-BK

Modern Front*
- Matte black enamel finish
- Grey tinted glass front
- 36"W x 22-1/4"H

DF-26MOD-BK

Insert Front*
- Matte black enamel finish
- 40"W x 27"H

DF-26IN-BK

*May not be used with cabinet models. For use only with the 26" Simplifyre base unit and your custom surround.

For the first time, design the fireplace around the room.

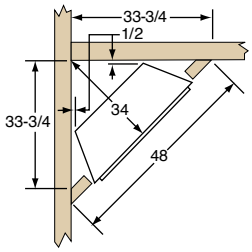
35" Simplifyre Electric Fireplace

Versatile Simplifyre 35" fireplaces enable flexible design options in any room. Whether wall-mounted or positioned in an unused corner, these furniture-grade cabinets in rich wood finishes or classic white enamel will fit any decorating style. All models feature a standard mesh screen and can be finished with decorative front options. Or, select the Simplifyre base unit alone and build a custom surround to suit your style.

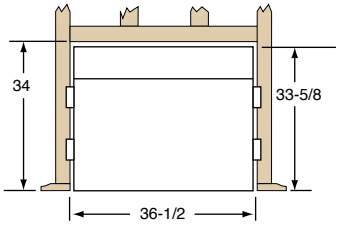
- Select the 35" unit alone for custom, built-in applications
- Three decorative fronts in rich finishes
- Standard wireless On/Off control
- 3,500 Btu/Hour heater output
- Patent pending

Simplifyre 35 Base Unit

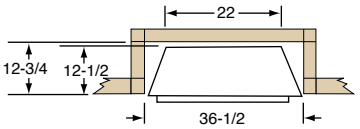
Simplifyre SFE-35 Base Unit
Install the base unit permanently, just as you would any other fireplace.
- 35"W x 33-5/8"H x 12-1/2"D



Corner Installation



Rough Opening Height



Rough Opening Depth and Width

Simplifyre 35 Cabinet Styles

The **Mackintosh Cabinet** in two finish options is at home in any décor. Shown with optional Mission Front.
- Natural wood-tone finishes
- May be placed on any wall space
- Portable cabinets—move from room to room
- Fully assembled out of the box
- 63-5/8"W x 51-1/8"H x 20-1/2"D

Brown Cherry **SFE-MKBC3530W** | Light Brown **SFE-MKLB3530W**

The **Cortland Wall Cabinet** in two finish options is a classic complement to traditional designs. Shown with optional Traditional Front and Carriage Hill hardware.
- Natural wood, or white enamel finishes
- May be placed on any wall space
- Portable cabinets—move from room to room
- Fully assembled out of the box
- 49"W x 40-1/2"H x 21-3/4"D

Light Brown **SFE-CDLB3530W** | White Enamel **SFE-CDWH3530W**

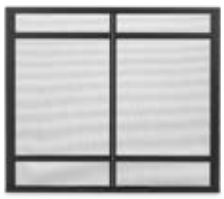
The **Cortland Corner Cabinet** in two finishes is a perfect addition to the unused corner of any room.
- Natural wood, or white enamel finishes
- Just 35" of wall space needed from corner
- Portable cabinets—move from room to room
- Deep space available on cabinet top
- Fully assembled out of the box
- 52"W x 40-5/8"H

Light Brown **SFE-CDLB3530C** | White Enamel **SFE-CDWH3530C**

The **Brentwood Cabinet** with its formal Victorian style detailing and faux marble top inset creates a beautiful focal point in elegant spaces.
- Deep cherry finish
- May be placed on any wall space
- Portable cabinets—move from room to room
- Fully assembled out of the box
- 62"W x 48-3/4"H x 17-12"D

Red Cherry **SFE-BWRC3530W**

Front and Door Options

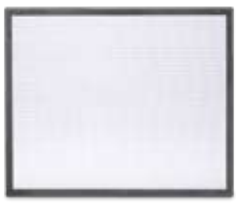


Mesh Door (Non-operable)
- Matte black, bronze or pewter finishes
- 34-7/8"W x 30-3/8"H

DF-35MD-(BK, BZ or PT)

Mission Front*
- Matte black enamel finish
- 38-1/2"W x 31-1/8"H

DF-35EM-BK

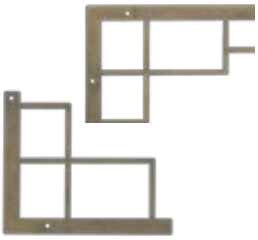


Traditional Front
- Matte black, or Pewter finishes
- 34-7/8"W x 30-3/8"H

DF-35ET-(BK, PT)
See hardware accessories on the right.

Traditional Front Hardware Options

Carriage Hill
FSCOMP-CH-(BK, PT)



Prairie Ridge
FSCOMP-PR-(BK, PT)

Finish Options

Availability differs according to front

Black (BK) | Pewter (PT) | Bronze (BZ)

Not Shown: DF-35GD-BK Glass Door

*May not be used with the Cortland Corner Cabinet

35" Plug and Play Electric Fireplace

The new Simplifyre Plug and Play fireplace takes built-in appearance and installation convenience to new levels. It's the first fully-assembled unit that installs easily, in minutes. All you need is an alcove that's 39" wide, 39" high and 12" deep with a 120v outlet. Plug it in, slide it into the alcove and touch the remote. You'll never build a fire faster.

- Fully assembled out of the box for quick installation
- Rich, wood-tone finishes
- Installs on any surface, including carpet
- Standard wireless On/Off control
- 3,500 Btu/Hour heater output
- Patent pending

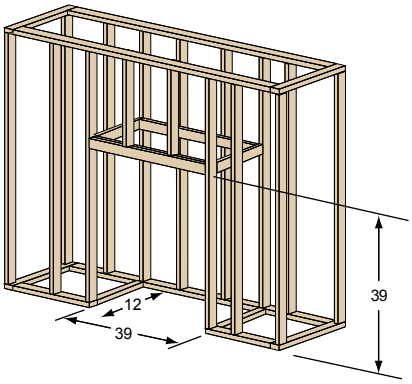
Simplifyre 35 Plug and Play

Macintosh Plug and Play
- Light brown, oak-grain finish
- Deep 12" mantel shelf
- 63-5/8"W x 51-1/8"H x 12-1/2"D

SFE-MKLB3530PP

Cortland Plug and Play
- Deep, cherry finish
- Deep 12" mantel shelf
- 49"W x 40-1/2"H x 12-1/2"D

SFE-CDLB3530PP



The Plug and Play simply slides in the wall alcove. There's no need to affix the unit to the wall.

Enjoy your fireplace twice as much.

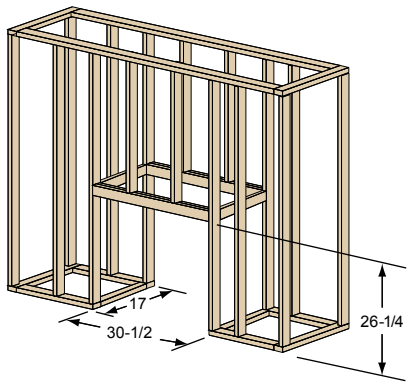
30" Simplifyre See-through Electric Fireplace

Simplifyre developed the first and only see-through fireplace to make the enjoyment of a fire twice as nice. It creates a dramatic room divider, on a full or half wall, and finishes with a custom surround that complements your décor. Then, add a television, custom bookcase, cabinet or open shelving above. Simplifyre lets your design vision come through.

- 17" wall depth and custom surround required
- Mount at any height on the wall
- Standard wireless On/Off control
- Standard bi-fold glass doors on each side
- Base unit: 30-5/16"W x 26"H x 18"D
- Patent pending

SFE-ST

Simplifyre See-through



Front Options

Modern Front*
- Matte black enamel finish
- Grey tinted glass front
- 36"W x 22-1/4"H

DF-26MOD-BK

Fast and Flexible. Since no venting is required with Simplifyre electric fireplaces, installation is simplified.

SIMPLIFYRE™
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